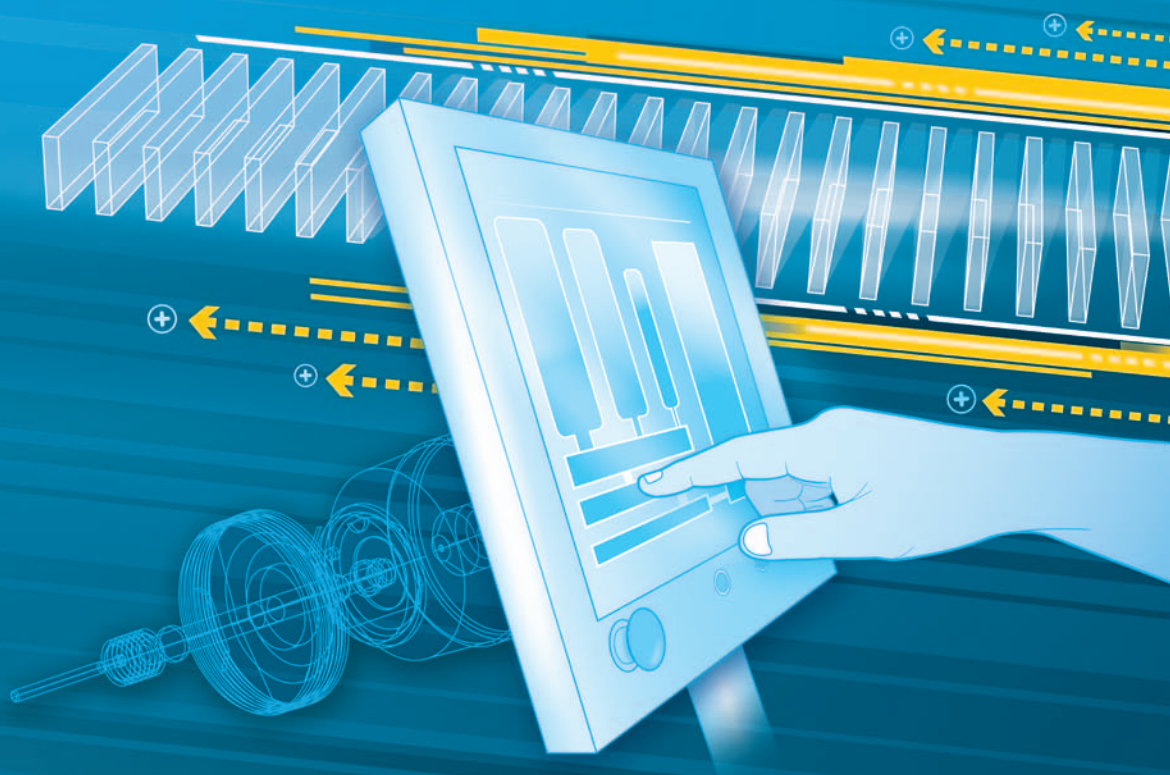


Electric Automation
Systems and Components
International Exhibition and Conference

Exhibitor information

Nuremberg, 26 – 28 November 2013
mesago.com/sps

Answers for automation



Your platform for electric automation

SPS IPC Drives is Europe's leading exhibition on the topic of electric automation. With its clear focus on electric automation, the exhibition offers the ideal platform for visitors to get comprehensively informed.

One of the very special attributes of SPS IPC Drives is the distinct working climate which is prominent at the exhibition booths and which makes the exhibition stand out. Exhibitors meet extremely knowledgeable visitors here who in intensive dialog with the exhibitors seek and find practical solutions for their tasks.

This is where all exhibitors reach their customer target groups!

Exhibition topics

SPS IPC Drives covers the entire spectrum of electric automation. It exhibits all of the **components** up to complete **systems** and integrated **automation solutions**.

The exhibitors – suppliers of electric automation technology – present products and services from these areas:

- Control technology
- IPCs
- Drive systems and components
- Human-machine-interface devices
- Industrial communication
- Industrial software
- Interface technology
- Electromechanical components and peripheral equipment
- Sensor technology

Conference

Parallel to the exhibition, the largest user-oriented, German language conference on automation technology is held. New products, system solutions and concepts are presented and evaluated manufacturer independent.

The whole world
of electric automation
at one single location.



Become an exhibitor and participate in the success of SPS IPC Drives!

SPS IPC Drives is the exhibition for manufacturers of electric automation technology. Since its first event in 1990, SPS IPC Drives has become the annual highlight of the electric automation industry. Many product innovations celebrate their premier at the exhibition.

SPS IPC Drives is the right platform for you, too! Present your products and services goal oriented. Reach your customer target group.

In 2012, the trade fair was larger and more international than ever before. The grand total of 1,458 exhibitors in 2012 was distributed across 41 countries. The proportion of foreign exhibitors amounts to 29 %.

Year	2012	2011	2010
Total number of exhibitors	1,458	1,429	1,323
National exhibitors	1,029	1,041	1,008
International exhibitors	429	388	315

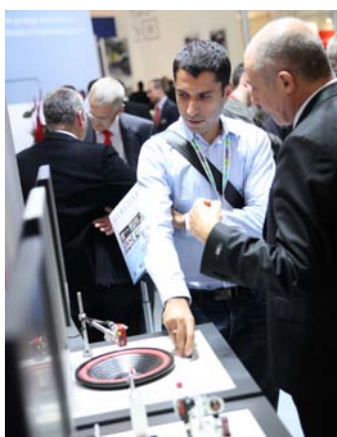


Society for Voluntary Control
of Fair and Exhibition Statistics

Our marketing services for you

We offer you the following services to help you optimize your participation in the exhibition:

- **Advertising material** in unlimited quantity such as free admission vouchers, stickers, posters, etc.
Invite as many of your customers as you wish, free of charge!
- **Listing in the exhibitor and product directories** (print & online)
That makes it easier for your potential customers to get in touch with you!
- **Company profile online**
Inform your potential customers with your comprehensive company profile on the exhibition homepage.
- **Free registration of your co-exhibitors**
Take part together with your partners and achieve success together.
- **Sponsoring/advertising facilities**
Draw attention to your company with our additional advertising facilities such as internet banners and indoor or outdoor advertising on-site, etc.



As an exhibitor at SPS IPC Drives, you will connect with your target group with pinpoint accuracy – the users of electric automation.

Your target group

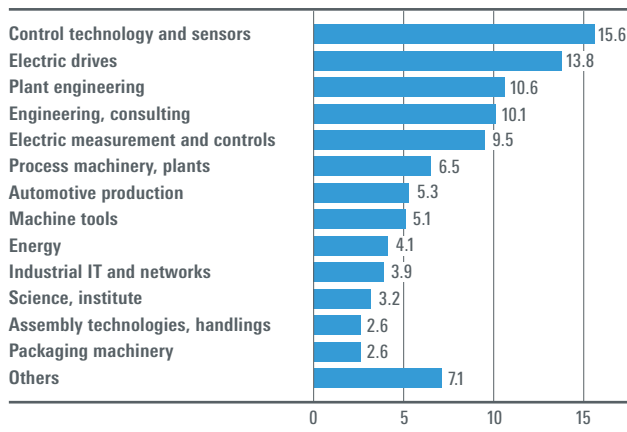
Visitors

56,874 professional visitors from 76 countries visited SPS IPC Drives in 2012! These highly-qualified visitors are your potential customers.

The number of visitors during the last three years proves the attractiveness and importance of the exhibition to the professional visitors.

Year	2012	2011	2010
Total number of visitors	56,874	56,321	52,028
National visitors	44,401	44,457	41,881
International visitors	12,473	11,864	10,147

Sectors

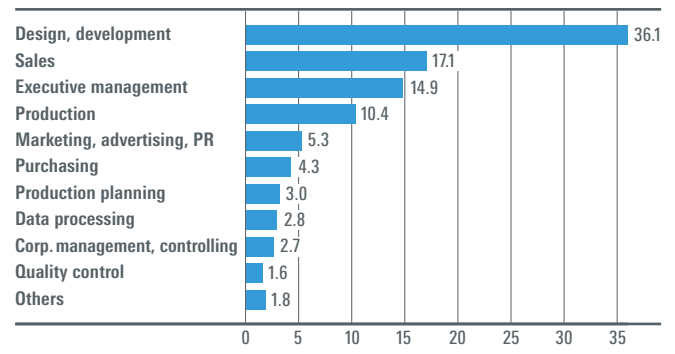


Visitors with potential

- 93%* of the visitors sought and found products or solutions for their companies
- 83%* of the visitors gathered information at the exhibitors about their product offers, innovations and trends
- 86%* of the visitors stated that the reason for their visit was to cultivate existing business relationships or create new business relationships
- 79%* of the visitors have a say in their company's procurement decisions

*Source: Visitor survey SPS IPC Drives 2012

Functional areas



Exhibitors' statements



TILL SCHREITER

President, Local Division Manager Discrete Automation and Motion Germany
ABB Automation Products GmbH, Germany

»SPS IPC Drives is the one exhibition that really goes into depth. Visitors with a high degree of expertise attend here. For us, one important aspect is that here we talk with small and mid-sized companies – including those from the region. This personal contact at the trade fair is essential for us.«



HASAN BASRI KAYAKIRAN

Member of Board, EMF MOTOR SANAYI VE TICARET A.S., Turkey

»We take advantage of SPS IPC Drives very selectively to market our product innovations in Central Europe. But with the increasing internationality of the visitors, we also reach potential customers from throughout Europe and even beyond. SPS IPC Drives is ideal for face to face talks, which are very important for us.«



HANS SONDERMANN

Managing Director, SEW-EURODRIVE GmbH & Co KG, Germany

»The topic of the exhibition here is the search for integral solutions. There is nothing comparable in Germany. For us, SPS IPC Drives is the leading fair on automation. Together with the organizer, we exhibitors will continue to press ahead with the internationalization of the trade fair. It is indispensable for the demonstrations of complex applications and systems.«



HEINZ EISENBEISS

Director Marketing & Promotion, Siemens AG, Industry Sector, Industry Automation Division, Germany

»This year we presented especially large innovations at the stand. During SPS IPC Drives we meet the technicians who work directly with our products or who are the technical decision-makers. This is where we get direct, professional feedback. That is why we chose SPS IPC Drives as the leading trade fair for our technical innovations.«

Order your exhibition documents now at www.mesago.com/sps/exhibitorkit

At a glance

Date/Regular cycle

26–28 November 2013/annually

Location

Exhibition Center Nuremberg, Germany

Space rental

Row stand: EUR 199.00/sq m

Corner stand: EUR 237.00/sq m

Head stand: EUR 247.00/sq m

Island stand: EUR 257.00/sq m

Stand rental

System stand: EUR 88.00/sq m

Your SPS IPC Drives team



From left to right: Eva Latus, Simone Hüber, Sylke Schulz-Metzner, Stephanie Ehm, Simone Pfisterer, Simone Dirkopf, Tina Richter, Janka Becker, Ahmet Kaya, Sarah Hamscher, Anja Faulhaber

Organizer



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Board of management:
Petra Haarbuerger, Johann Thoma